

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 01157 240632Z

ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W  
-----114878 241007Z /15

R 240615Z JAN 78

FM AMEMBASSY TOKYO  
TO SECSTATE WASHDC 4591

UNCLAS TOKYO 1157

E.O. 11652: N/A  
TAGS: BEXP, JA  
SUBJECT: COUNTRY COMMERCIAL PROGRAM (CCP) FISCAL YEAR 1978 FIRST  
QUARTER REPORT

REF: (A) FISCAL YEAR 1978 CCP, VII(3), (B) STATE 014866,  
(C) TOKYO 19406

1. SUMMARY: PRIMARY ACTIVITY DURING QUARTER CONCENTRATED  
ON MARKET ACCESS PROBLEM SOLVING. MAJOR SHORT FALL WAS NOT  
INITIATING CONSUMER GOODS RESEARCH PROJECT. END SUMMARY.

2. MAJOR THRUST OF FIRST QUARTER FISCAL YEAR 1978 CCP  
ACTIVITY WAS CONCENTRATED ON (A) ORGANIZING AND IMPLEMENT-  
ING WORK OF JOINT U.S.-JAPAN TRADE FACILITATION COMMITTEE  
(TFC) AND RELATED TRADE STUDY GRUP; (B) CONSIDERABLE  
EFFORT LEADING TOWARD ACCOMPLISHMENT OF OVERVIEW OBJECTIVE  
THREE, JAPAN'S MEANINGFUL PARTICIPATION IN MTN; (C)  
EXPLORING THE ESTABLISHMENT OF A U.S. CONSUMER GOODS  
CATALOG REFERENCE FACILITY; AND (D) USTC REHABILITATION  
EQUIPMENT SHOW AND CONCURRENT COMPUTER SOFTWARE TRADE  
MISSION.

3. ONLY MAJOR SIGNIFICANT PROGRAM DEVIATION WAS  
FAILURE TO INITIATE MAJOR CONTRACTOR RESEARCHON  
CONSUMER GODS MARKETING, CAMPAIGN ONE, ACTION EIGHT  
(REF C). EMBASSY HOPES USDOC WILL APPROVE THIS URGENT  
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AND IMPORTANT PROJECT SOON, BEFORE PASSAGE OF TIME  
DISSIPATES OPPORTUNITIES AVAILABLE NOW AND OVER NEXT  
SEVERAL MONTHS STEMMING FROM GOJ DEMAND STIMULATION  
AND TRADE SURPLUS REDUCTION EFFORTS.

4. THERE WERE SOME MINOR CAMPAIGN SHORTFALLS BY  
DECEMBER 31 SUCH AS SOME KEY PROSPECT CALLS NOT MADE,

THE LASER MULTICOMPANY BSP NOT HELD, AND BIOMEDICAL INDUSTRY ARTICLES NOT DISTRIBUTED TO MEDIA. THESE DEFICIENCIES SHOLD BE REMEDIED IN SECOND AND THIRD QUARTERS AS THE TWO VACANT E/C OFFICER POSITIONS ARE FILLED AND FLS WHO WERE ON TRAINING IN U.S. DURING FIRST QUARTER CAN DEVOTE FULL TIME TO THEIR REGULAR DUTIES.

MANSFIELD

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 jan 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Reference:** 78 STATE 14866, 77 TOKYO 19406  
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**Review Markings:**  
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